

A G E N D A



Recommendation for Council Action

Austin City Council	Item ID	62423	Agenda Number	6.
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Meeting Date:	9/22/2016	Department:	Austin Convention Center
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Subject

Approve a resolution adopting the Austin Convention and Visitors Bureau 2016-2017 marketing plan and proposed budget of \$19,282,933, setting the contract payment in an amount not to exceed \$16,467,574; and authorizing the City Manager to file the approved documents with the City Clerk's Office as required by the Texas Tax Code.

Amount and Source of Funding

Funding in the amount of \$16,467,574 which includes a budgeted ending balance of \$1,993,841 is available in the Fiscal Year 2016-2017 Proposed Operating Budget for the Tourism and Promotion Fund, which is funded with a portion of Hotel Occupancy Tax (non-general fund). Additional funding from private sector revenue sources is available to ACVB for the remainder of its proposed ACVB Budget..

Fiscal Note

There is no unanticipated fiscal impact. A fiscal note is not required.

Purchasing Language:	
Prior Council Action:	August 18, 2016, Council approved negotiation and execution of an agreement with ACVB
For More Information:	Tom Noonan, President and CEO, ACVB, 512-583-7201; Mark Tester, Director, Austin Convention Center Department, 512-404-4040.
Council Committee, Boards and Commission Action:	
MBE / WBE:	
Related Items:	

Additional Backup Information

On August 18, 2016, the Austin City Council approved a service agreement with the Austin Convention and Visitors Bureau (ACVB). That action taken by Council on August 18, 2016, adjusted the FY 2016-2017 amount designated as funding for ACVB from \$16,467,574 to \$14,473,733. As a result, ACVB decreased its initial budget by \$1,999,211, and in accordance with the agreement, submitted a revised budget and marketing plan, as presented in the backup to this item. Areas within ACVB's marketing plan and activities impacted by the decreased funding include: current and future convention commitments; marketing activities related to historical/heritage products; targeted advertising; crisis planning; scholarships, and; development of a tourism application. Should Council choose to increase the funding, ACVB plans to reactivate its program reductions, with an additional marketing focus on the City's historical/heritage products and the Heritage Grant Program.

This action approves the 2016-2017 ACVB Marketing Plan and Proposed Budget in the amount of \$19,282,933 for Fiscal Year 2016-2017 and sets the City's contract payment in an amount not to exceed \$16,467,574. Upon approval

of this resolution, the ACVB contract will incorporate the newly approved ACVB Marketing Plan and Budget. By including the documents set out below with this RCA, these documents are being filed with the City Clerk as required by Section 351.108 of the Texas Tax Code.

ATTACHMENTS:

1. 2016-2017 ACVB Marketing Plan
2. Proposed Fiscal Year 2016-2017 Budget for ACVB
3. 2016-2017 Tourism and Promotion Fund Summary